

## Message Text

UNCLASSIFIED

PAGE 01 STATE 072868

64

ORIGIN COME-00

INFO OCT-01 EA-07 ISO-00 EB-05 RSC-01 /014 R

66617

DRAFTED BY: COM/OIM/SAD/RGOOTENBERG

APPROVED BY: EB/OCA/REP:LHPOMEROY

COM/OIM/SAD/BRYNO

EB/OCA/BR-R.SWART

COM/OIM/J/ANZ/TWELCH

----- 036811

P 102133Z APR 74

FM SECSTATE WASHDC

TO AMEMBASSY TOKYO PRIORITY

UNCLAS STATE 072868

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJ: IN-STORE PROMOTION -- ISETAN

REF : A) TOKYO 4315; B) USDOC 4195

1. REQUESTED MESSAGE FROM SECRETARY OF COMMERCE DENT  
FOR ISETAN IN-STORE PROMOTION FOLLOWS. NOTE SLIGHT  
CHANGE IN TEXT FROM REFTEL A:

"IT IS MY PLEASURE TO CONGRATULATE ISETAN  
DEPARTMENT STORE ON THE LAUNCHING OF THIS EXCITING  
PROMOTION OF CONSUMER GOODS FROM THE UNITED STATES.  
ISETAN ENJOYS A REPUTATION FOR INNOVATION AND  
SERVING A YOUNG AND GROWING JAPANESE MARKET. BY  
BRINING THE NEWEST AND BEST U.S. PRODUCTS TO  
JAPAN, ISETAN ADDS TO A RICHER AND MORE VARIED LIFE  
FOR A BROAD RANGE OF JAPANESE CONSUMERS AND CONTRIBUTES  
IN A VERY REAL SENSE TO PROSPEROUS AND HARMONIOUS  
ECONOMIC RELATIONS BETWEEN OUR TWO COUNTRIES."  
(S) FREDERICK B. DENT  
SECRETARY OF COMMERCE. KISSINGER

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 10 APR 1974  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1974STATE072868  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** COM/OIM/SAD/RGOOTENBERG  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Film Number:** D740082-1149  
**From:** STATE  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1974/newtext/t19740451/aaaabtxz.tel  
**Line Count:** 52  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ORIGIN COME  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 1  
**Previous Channel Indicators:**  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** A) TOKYO 4315; B) USDOC 4195  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** shawdg  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 24 JUN 2002  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <24 JUN 2002 by bryansd0>; APPROVED <19 DEC 2002 by shawdg>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** IN-STORE PROMOTION -- ISETAN  
**TAGS:** BEXP, JA  
**To:** TOKYO  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005